

659.105
RE
30p. 1

The REPORTER

of Direct Mail Advertising



The drawing reproduced above was used in full colors (mounted for framing) by Dun & Bradstreet to accompany a striking war effort message from A. D. Whitelock. For full report, see page 8 this issue.

**A Report on May, 1945
Direct Mail Activities**



Saboteur of SALVAGE

Wastepaper is vital to victory! Yet the pulp and paper situation is more critical today than ever. So alarmingly critical that it is nothing short of sabotage to destroy even one pound of wastepaper that is fit to reclaim. The armed services need more and more paper products, and our civilian needs go on apace. It's a patriotic duty to save every bit of wastepaper and make sure it is turned in. In your advertising, too, you can help greatly by urging every reader and listener to do likewise. Save wastepaper now and save lives!



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Bristols, Bonds, Envelope Papers, Tablet Writing and Papeteries . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

THE EFFECT OF V-E DAY ON PRINTING, LITHOGRAPHY AND DIRECT MAIL

SPECIAL REPORT ON CONTINUING WAR PROJECTS AFTER V-E DAY

Most printers and lithographers will gradually begin to get the so-called normal peacetime business . . . as reconversion to civilian production becomes more prevalent. When reconversion gets into full swing, you will probably get more business than you can handle because everyone seems to be agreed that Direct Mail and Printed Promotion will see the largest boom in its history.

But for the present you should keep your eye on the wartime projects. Direct Mail and Printed Promotion have demonstrated their usefulness in the war effort and will continue to do so until there is peace in the Pacific.

There are approximately fourteen major campaign classifications. Many of these classifications can be broken down into smaller subdivisions.

(1) BEAT JAPAN

This is the overall major campaign. Advertisers are being asked to help the Government in focusing the public mind on the importance of devoting all of our efforts to getting the war with Japan over. Statements by top military authorities indicate that it may require from a year and a half to two years to beat Japan, although many wishful thinkers and armchair strategists think that Japan might give up before then. But no matter how long it takes, people must be induced to stay on the job until released; to keep buying War Bonds and to hold them; to continue to support all home front activities; to write encouraging letters to the men overseas. In other words, there must be no let down in the home front efforts. And there are plenty of places where the printers and lithographers can induce their customers to create and produce helpful literature. There can be booklets, circulars, or house magazine features on the general overall picture . . . or there can be promotional pieces on any one of the elements involved in the overall campaign. Those elements are described in the following items.

We are reproducing here the highlights of a special report mailed May 22nd, 1945 to all members of the Graphic Arts Victory Committee. Those members are naturally in the production end of the Direct Mail business (printers, lithographers, lettershops, ink supplies, paper and equipment manufacturers, etc.) But the report should be of interest and help to the users of Direct Mail who make up the bulk of REPORTER readers. We ask you to read it carefully.

(2) RECRUITING

There will be continuing campaigns for Army, Navy and Veterans Administration Nurses, Civil Service, Merchant Marine and Coast Guard Security Forces. How much printing and lithography can enter into these recruiting programs is questionable, although the various Government agencies involved will use large amounts of printing. However, in some areas the printers and lithographers could help in the campaigns by getting their customers (where there is an appropriate tie-up) to promote the project or to publicize the information. The OWI (Program Division) will be able to supply necessary copy information.

(3) PRODUCTION

There will be continuing campaigns to induce people to stay on the job as long as required. There will be continuing campaigns to cut down absenteeism, and to stop accidents. War-time accidents have destroyed many thousands of lives and millions of dollars worth of irreplaceable equipment. Accidents may increase during the "letdown" period following the end of the European phase of the war. The public must be induced to prevent accidents in traffic, at home, at work, on the farm. There are still plenty of opportunities for printed and lithographed promotion to keep people on the job. And there may be many opportunities for using printed material to get workers where they are needed.

(4) FOOD

One of the most pressing (if not the most pressing) project concerns food . . . with many supplementary or incidental programs. Food will be more

scarce than at any period since the start of the war. For instance, there will be campaigns for food conservation; for farm labor; farm production; fat salvage; home canning; nutrition; price ceilings; labor for food processing plants; and Victory Gardens. The possibilities here for printed and lithographed literature are tremendous and practically unlimited.

For some reason or other, the Victory Garden program for this year is not entirely successful. Many people dropped their Victory Gardens because they thought the war was nearly over. It is predicted that tomatoes and tomato juice, for example, will be scarcer than ever before, because with the shortage of citrus fruits, tomato juice will be substituted to furnish Vitamin C in the famine areas. Therefore, wherever appropriate, printing and lithography should be put to work on any of the major phases of the campaign to conserve, produce, process or stretch food.

Program information on any phases of the food campaign can be obtained from OWI.

(5) RATIONING

The rationing campaigns will continue on food, fuel oil, gasoline and tires. Perhaps these programs cannot be assisted to any great degree by printing and lithography, except as supplementary to other campaigns. But as previously mentioned in GAVC bulletins, printers might be able to help their Government by assisting in the uncovering of counterfeit printing operations. There is a flood of counterfeit rationing stamps on the market today. People must still be sold that rationing is just as important now during the Japanese phase of the war.

(6) CONSERVATION

Most of the conservation campaigns will be continued. They include those on automobiles, tires, gasoline, fuel, paper and other scarce items too numerous to mention. The American stock pile of passenger cars continues to dwindle and no one yet knows when new ones will be available. New tires for civilian driving are still short.

Even with this war in Europe now over there will still not be enough gasoline for unlimited driving. Locally printed campaigns to promote car pooling and to extend the life of automobiles and to conserve gasoline and tires are very necessary. All of you have customers who can help. Printers themselves can help on paper conservation.

All evidence points to the fact that the coal shortage next Winter will be more serious than at any time during the whole war period. Consumers must conserve coal to a degree never before necessary. Fuel oil will also be tight. Consumers should order early. They should recondition and clean furnaces thoroughly; winterize homes by insulating, weather stripping, installing stormdoors and windows, etc. This is still an A-1 job for printing and lithography. Mats for suggested newspaper advertisements are being supplied to newspapers by the Solid Fuels Administration. Printers or advertisers will be able to obtain copies of these mats soon . . . where illustrations can be adapted for folders, envelope enclosures, etc.

(7) DON'T TRAVEL

The latest word from Washington is that the ban on conventions will positively not be lifted. In spite of the fact that the curfew has been lifted and horse racing allowed . . . the Office of Defense Transportation assured GAVC representatives this week that the elimination of conventions and the promotion of conventions-by-mail had saved more transportation than any other single idea. So, as it stands now, you are urged to promote conventions-by-mail, and your efforts will get the backing of the ODT.

We are getting many reports of successful conventions-by-mail, and this style should continue until the end of the Japanese war.

As an incidental note, we should report that the New York Times magazine sections for May 6th (pages 22 and 23) carried a double page story on conventions-by-mail and commented on the GAVC booklet, "How to Conduct a Convention by Mail." Copies of the manual are still available.

The other important Don't Travel campaign concerns "Vacations-at-Home." A previous GAVC bulletin included a complete program booklet on the 1945 "Vacation-at-Home" project. Printers and lithographers are urged to cooperate in their own localities by pushing this idea.

(8) SALVAGE

There will be continuing salvage campaigns for tin, scrap metal (in certain sections) and other scarce materials. But so far as printers and lithographers are concerned, paper is still the most vital material. Even though the war in Europe is over, more and more paper for protective wrapping, equipment parts and instructions will be going to the Pacific (not to return). There is less paper left in this country for salvage and by that very token, every salvageable scrap of paper that remains in the United States must be saved.

(9) ANTI-INFLATION

There are really three phases to the anti-inflation campaign:

- (a) The so-called grocer-consumer campaign to prevent over ceiling payments. It is estimated that more than one billion dollars a year is needlessly being spent by the American people in the form of over ceiling payment on food alone.
- (b) The hold-prices-down campaign urges people to help on this phase by buying only what they really need, paying no more than ceiling prices, paying ration points in full, desisting from asking more for labor, services and goods, and by buying and holding War Bonds.
- (c) The "Planned Spending and Saving" campaign urges all families to plan their spending and saving systematically . . . to make sure that they buy now only what is really needed and that they put aside the rest for the future. This helps to prevent inflation now and to assure postwar prosperity.

GAVC members received about a month ago, a complete bulletin outlining this program . . . with dummies of suggested mailing pieces for financial institutions. We already have evidence that some printers have cooperated on this idea for we have received copies of locally sponsored printed folders, following the exact form of the suggested dummies. You can depend upon it . . . the anti-inflation program will continue until the end of the Japanese war, and possibly for a time after that.

There are many opportunities for printed and lithographed promotion pieces.

(10) SECURITY

The program to make people aware of the danger of discussing military information will continue. It is just as important now as before, even though many people get the idea that with the end of the European war we don't have to be so careful. Copy platforms for this campaign are available through the GAVC or from the Office of War Information.

(11) V-MAIL AND WRITE MORE LETTERS

People at home will be urged continuously to step up their output of short, cheerful letters to men overseas. By using V-Mail and writing more often they can boost the morale of our troops and lighten the supply line burden.

(12) WAR BONDS

No need to elaborate on this project. As you all know, the 7th War Loan started on May 14th. There is plenty of printed and lithographed promotion on all of the War Bond drives. The 7th drive will not be the last.

(13) PREPARATION FOR PEACE

Every person should resolve to make world cooperation for peace his own

personal business . . . by studying the proposals for attaining it . . . discussing it . . . willing it . . . and making it succeed.

For this reason the GAVC sent out to its members about a month ago, a number of releases from the State Department outlining the objectives of the San Francisco Conference. At that time we stated that we did not know exactly how printing and lithography could be put to work, but since then we have seen evidence that advertisers do want to cooperate with this most essential program. So keep your eyes open for possible opportunities to help.

(14) VETERANS AND COMMUNITY PROGRAMS for POSTWAR

There are a number of campaigns along this line. The GAVC issued last year, in cooperation with the Department of Commerce, a complete program book outlining community activities for postwar planning and reconversion. We suggest that you review that booklet if you have kept a file (our supply completely exhausted). But in nearly every community some activity is in progress, either with the Chamber of Commerce, the Committee on Economic Development or some locally set up organization. Here is a real job for the printers and lithographers . . . especially those with creative departments.

There are five separate programs concerning veterans:

- (a) Informing veterans and families on their rights and privileges
- (b) Showing communities the need for (and how to organize) Veterans Information Committees
- (c) Instructing the people at home on the treatment of the veteran
- (d) Acquainting employers with the many virtues of employing veterans . . . and emphasizing the value of vocational and other training the veterans have received
- (e) Telling the veteran his opportunity to help build a better America by reminding him about his valuable experiences in training, leadership and discipline.

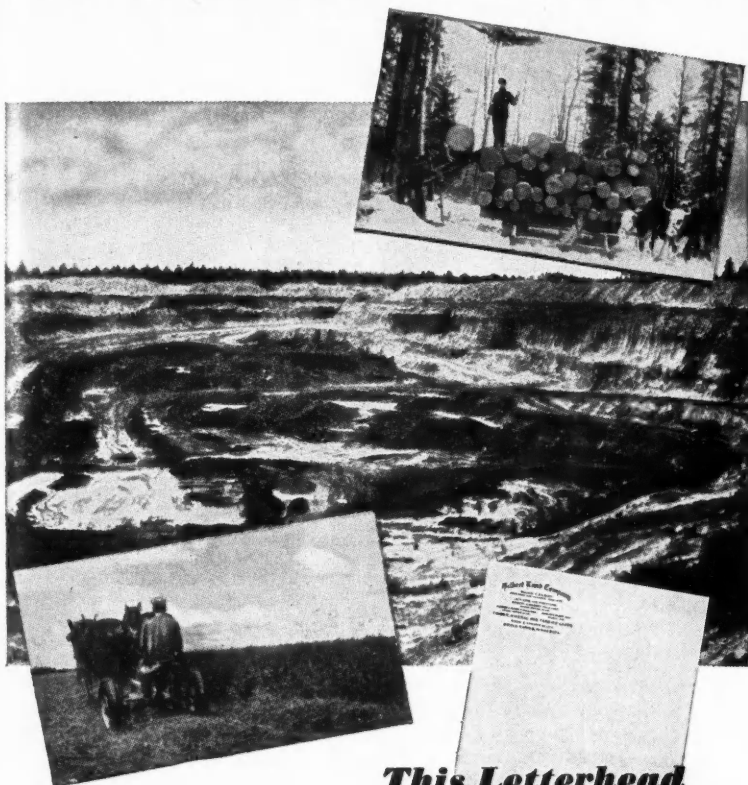
Incidentally, concerning the veterans, the OWI, together with the Army and Navy, is very anxious to have the help of advertisers in getting the "discharge button" better known and immediately recognized. Many instances have been reported where veterans have been embarrassed by the public's (or their friends') failure to recognize the discharge button.

★ ★ ★ ★

This completes our summarized report of the major promotion projects which continue after V-E Day, and until the Japs have surrendered.

It may not be entirely complete. There are a number of supplementary campaigns, such as Books for

Prominent Users of Strathmore Letterhead Paper, No. 58 of a Series



***This Letterhead* HELPED BUILD A BUSINESS**

On January 5, 1900, the Gilbert Land Company opened its doors in Grand Rapids, Minnesota. It proposed to deal in timber, mineral and farming lands. It was small...ambitious...very proud of its first letterhead on fine Strathmore paper. The company grew with the community...built a fine business and a fine reputation, in its own locality and farther afield.

Letters from the Gilbert Land Company have been written on Strathmore for almost half a century. The company regards its letterhead as a standard of success. YOUR letterhead should express the standing and integrity of YOUR company. With lighter weight papers necessary under government regulations, quality is more important than ever. The Strathmore watermark is your assurance of that quality.

Strathmore Papers for Letterheads: Strathmore Parchment, Strathmore Script, Strathmore Bond, Thistlemark Bond, Alexandra Bond, Bay Path Bond and Alexandra Brilliant.

STRATHMORE

**MAKERS
OF FINE
PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

PAPER IS PART OF TODAY'S PICTURE

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

★ ★ ★

This series appears in:

**FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT**

the Merchant Marine, the expediting of box car shipments, prevention of forest fires, used clothing drive, child care, health drives, etc., which concern limited segments, so we have not attempted to describe all of them.

But, the fourteen major classifications given above will bring you up to date and show you what to expect during the months ahead. If you will compare this report with the "Guide Book for Essential Printing and Lithography" issued by the GAVC at the outset of the war, you will have nearly as complete a picture as those of us who have spent the last month or so in Washington digging up this information for you.

Sales Promotion Quiz

We like the four page folder just issued by Ardlee Service, Inc., 28 West 23rd Street, New York 10, N. Y., entitled "Wartime & Postwar Sales Promotion Quiz." A neat job thruout. The copy deserves widespread coverage, so we are taking the liberty of reprinting the nineteen questions with their introduction.

WARTIME & POSTWAR SALES PROMOTION* QUIZ

Here's one questionnaire you are NOT expected to fill out, as many of the questions are self-answering, and some may not apply to your business. Its only aim is to stir up some thoughts in your mind as to how your organization is preparing for the inevitable competitive scramble that lies ahead. The quick reading time of this informal quiz is one minute and fifty seconds. If it leaves you with the feeling that your present and postwar sales promotion program needs overhauling—or maybe a start from scratch—the only answer you'll have to supply is the one called for on the last line of the next page—when is the TIME FOR ACTION?

* * *

1. In these days of shortages, do you constantly remind yourself that your best customers are also buying from every possible rival source of supply—each of whom may continue to be an active competitor—and what are you doing to solidify your customer relations against such a situation?

2. Do you send your trade sufficiently numerous, timely and informa-

tive bulletins to the point where you are accepted in your industry as an authentic source for logical interpretation of wartime restrictions?

3. Do you digest the findings of the U. S. Department of Commerce and other Government Bureaus—and pass pertinent information along to your customers and prospects as part of your general promotion?

4. Are you cooperating in your mailings with some Government Home Front or War Drive even where there is no obvious tieup with your own message?

5. If some of your mailings are in the form of house organs or newsy bulletins, do you also send them to former key employees of your customers now in the service—and do you devise supplements of particular interest to such men and women?

6. Have you explored the possibilities of mail surveys for getting needed information and customers' opinions of your own plans and policies?

7. Do you realize that these mail surveys, when judiciously prepared, not only produce invaluable information but serve to cement relationship with your trade—and often bring to light unanticipated data of extreme importance?

8. Is it your policy to dig up gripes of your customers with a view to smoothing out the half-baked complaints and really getting to the bottom of the justified ones—or do you prefer to coast along in the hope that it will all straighten itself out one of these days?

9. If your organization employs a sales force, are you investigating the possible use of every scientific selling aid in the competitive period ahead to offset the softening effect of these easy selling years?

10. In bringing your sales material and literature up to date, now or postwar, are you sufficiently familiar with the visual methods developed by our armed forces in their training programs to incorporate some of the principles?

11. Aside from the effectiveness of these new techniques, has it occurred to you that millions of servicemen grounded in these methods will expect to see them utilized when they return to the business world?

12. Are you getting the greatest potential value out of all mailings and laying the groundwork for future promotion by using every known device and source to keep your mailing list up to date in the face of the abnormal turnover in individual's names?

13. If you feel that your business has developed a favorable individuality through the years, do your mailing pieces reflect this personality in appearance and style?

14. Has the pulp shortage brought home to you the simple fact that size and weight and paper, while sometimes impressive when employed liberally, are secondary to worthwhile information presented with ingenuity and attractiveness?

15. If you sell through wholesalers, agencies or dealers, will you carry out a comprehensive program of sales cooperation, of which there is a long list of proved effective methods, to win and maintain their enthusiasm for your product?

16. Do you know that one of the chief expectations of wholesalers and retailers, according to trade surveys, is cooperation from manufacturers in training new crops of sales employees?

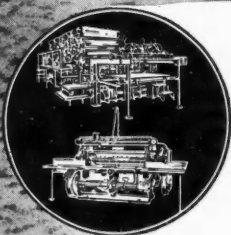
17. Are you aware that thousands of sales outlets are in danger of being alienated from their established sources of supply due to dissatisfaction bred by war conditions, indicating the need for a continuous program of bettering trade relations?

18. Have you set up a simple chart of your present and prospective sales channels so that you can plan to favorably influence every human link in your distribution framework?

19. In the forthcoming battle for distribution, do you foresee the tremendous sales advantage to be enjoyed by those organizations with soundly conceived and consistently executed sales promotion programs?

* The term SALES PROMOTION is intended to include any Direct Mail advertising, printed promotion or sales training activity outside the sphere of newspaper, magazine and radio.

☐ **A PRIMER IN BOOK PRODUCTION.** That's the name of a small, but very comprehensive book, explaining the story of book making. It was written by Frank B. Myrick, managing editor of Bookbinding and Book Production, 50 Union Square, New York City. Price, \$1.50. The Primer is a compilation of the articles entitled "Production Primer" which appeared in Bookbinding and Book Production during 1943 and 1944. It covers all phases of book production, from the estimating of copy right down to the shipping of the finished book. Quoting from the foreword, . . . "here are the things that everybody knows but that usually have to be learned the hard way; actually, they are not learned until they are experienced." A very fine effort, and must reading for everyone interested in book production.



CERTAINLY...there will be new graphic arts equipment after the war

PREMATURELY—in view of existing conditions—there has been considerable comment on, and predictions about, new equipment development in the Graphic Arts. Inferences have been drawn that, in some instances, approach the fantastic.

Certainly—there will be improved, new equipment. It will come the *hard* way—as all worthwhile achievements have come in the past. New machinery becomes commercially practicable only when it has been proven by the *test of time*. This is obvious.

Harris and Seybold will lead in new developments. We will discuss them, with frankness, at the proper time.

*Taking the Industry
into our Confidence*



HARRIS • SEYBOLD • POTTER COMPANY

HARRIS DIVISION
CLEVELAND 5, OHIO

Manufacturers of
OFFSET LITHOGRAPHIC • LETTERPRESS AND
GRAVURE PRINTING MACHINERY

SEYBOLD DIVISION
DAYTON 7, OHIO

Manufacturers of
PAPER CUTTERS AND TRIMMERS • KNIFE GRINDERS
DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS



ESTABLISHED 1841
EXECUTIVE OFFICES
DUN BUILDING
290 BROADWAY, NEW YORK CITY
WO 4-2 8700

Dun & Bradstreet, Inc. The Mercantile Agency

May, 1945

Gentlemen:

On November 11, 1918, I was in the American Embassy in London when at ten o'clock in the morning the Armistice was announced.

As soon as I had heard it, I went to see what was happening outside. Windows were raised in the houses along the street and a number of women leaned out to see what the whistles and sirens were blowing for. When I told them, the windows were closed without a word.

Then I walked over to Buckingham Palace a few blocks away where the King and Queen, the Duke of Connaught and several Princesses came out on a balcony overlooking the large entrance court, where the guard was assembling.

Gradually thousands of people gathered there and while the military band played old English, Scotch and Irish folk songs, the women cried quietly as the royal family and the people stood in the rain for about an hour, when they silently walked away to their homes.

That was the attitude of the British people toward the ending of the most terrible war in history up to that time.

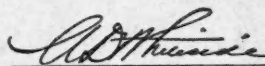
There was hardly a home in Great Britain not directly affected by the loss of someone whose memory would always live with those who were left.

The European war is over now and America has again played a major, critical role in defending the freedom of the people of all the world to live under the form of Government which each nation may elect.

The enclosed reproduction, symbolizing the final destruction of Nazi armed resistance and the concentration of irresistible American power against the Japanese, was painted expressly to emphasize that a total war requiring all of our resources must still be carried on against a ruthless, treacherous enemy until a complete victory is won.

It is inevitable, with the heavy casualties so far incurred by the American Forces, that the elation which we instinctively feel, either now or when Japan is ultimately defeated, will be tempered with the deepest sympathy and understanding for those who have and will suffer irreparable losses which will be so acutely felt when the war is entirely over and millions of our combat forces come home.

Sincerely yours,


A. D. Whiteside
President

BEST WAR EFFORT MAILING OF THE MONTH. On the cover, we have reproduced in somber black and white the beautiful picture mailed May 23rd by Dun & Bradstreet, Inc., 290 Broadway, New York City, to a selected list of business executives. The reproduction, titled "The Flag of Destiny", lithographed in full colors was mounted and masked on card 12 1/4" x 15" and protected for framing. Mailed first class postage (24c) with a letter from A. D. Whiteside, neatly printed on the engraved stationery of Dun & Bradstreet.

Because this mailing ties in so well with our report (page 3) on the need for continuing war effort advertising, we are reproducing the letter. We congratulate Arthur Whiteside and artist-ad man Clar-

ence Switzer (also with Dun & Bradstreet) for the speed (after V-E Day) with which they handled the preparation, production and mailing. And beside all that, we believe that Arthur Whiteside has written a beautiful, and a much needed letter. Read it carefully.

BUILDING AN INSURANCE AGENCY

The Marylander, house magazine of the Maryland Casualty Company, Baltimore 3, Maryland, for May, 1945, carried an interesting story by D. S. Jamieson of Covington, Tennessee. Mr. Jamieson outlines his self-prepared course of study after he purchased a general agency. He tells how he made changes in the business and continued his studies

... particularly in selling and advertising. What he has to say about Direct Mail should interest all Reporter readers.

I have also built up a good mailing list of about 800 names. The foundation of this list was my present customers. Then I built it up further by adding names secured from a list of automobile owners. Next I added the members of farmers' organizations. Other lists were checked to secure additional names. I wish to emphasize that I did not put down just a list of names, but only names of good prospects.

A constant flow of Direct Mail advertising leaves our office. First class postage is always used. The difference in postage is small and well worth the cost. I use letters printed with typewriter type by our local printer. On some of these we type in the name of the prospect, and on others we address them as "Dear Sir". These letters usually present some form of insurance such as automobile, household furniture, or farm insurance. Usually an appropriate folder put out by a company is enclosed.

One idea that has worked very well is that of sending out a letter at Christmas thanking our customers for their business for the coming year. Our customers tell us that they like to get such a letter. Too often agents fail to tell their customers that they appreciate their business. Some very nice business can be traced to these letters.

Several of our casualty companies have plans for Direct Mailing campaigns on any form of casualty insurance, which we use a great deal. It relieves us of a lot of detail and advertises the agency and is another means of informing the public of some of the little known casualty lines.

Of course a personal follow-up will bring in better results, but a letter and no follow-up is better than no letter or call.

In addition I use a quarter-page advertisement on page one of the telephone directory which I hope will remind people to call us first. This merely states that we write all forms of insurance and gives the telephone number. I also use diaries for my business and professional customers. These are very much sought after and I get enough to give everyone a book. I distribute calendars to my customers. In a calendar the most important thing is to get one with large figures rather than a pretty picture. Matches, blotters, scratch pads, and other novelties are also used for advertising.

It is difficult to measure results from advertising, but I consider it a very valuable help to an agent. Direct Mail is by far the best medium in my opinion.

fine printing and engraving papers • envelopes to match



Letterpress at the Edw. Stern & Co. plant

Good impressions in Letterpress,
Offset, and Gravure are enhanced
when Linweave Papers are used.

Linweave

springfield 2, massachusetts

WRITE MORE — AND MORE OFTEN — TO THE BOYS AND GIRLS IN SERVICE

Rules for Preparing DIRECT MAIL SURVEYS

THINGS TO LOOK FOR and THINGS TO LOOK OUT FOR

—with special reference to Direct Mail surveys among automobile owners.

Re QUESTIONNAIRES:

Never try to appraise the results of a survey without first studying the questionnaire—with special reference to such points as the following:

1. Was the questionnaire skillfully developed?
 2. Were the questions easy to understand—with a minimum chance of being misunderstood?
 3. Are the questions properly arranged?
—consider not only the construction and arrangement of each individual question, but
 4. Is the sequence or continuity such as to avoid confusion and facilitate the respondent's "flow of thought?"
 5. Are questions or similar items asked the same way?
—especially important as regards any series of items where the answers are to be compared on a **RELATIVE** basis.
 6. Do the questions cover the subject adequately?
 7. Do they afford the opportunity for the respondent to give any kind of answer that may reflect his individual reaction?
 8. Does the questionnaire provide for all the data that will be needed for an adequate statistical breakdown?
 9. Does it invite the respondent to qualify his answers with remarks and comments?
—extremely helpful in enabling the researcher to properly interpret the statistical findings. (See item 25.)
 10. Is the questionnaire short enough to insure high returns?
 11. Is it attractive and inviting or does it look as though it were developed by a bureaucratic statistician?
 12. Do you think that you yourself would have bothered to fill it out?
- And here's another practical method of appraisal:
13. How does the quality and attractiveness of the questionnaire stack up against the **finished report or formal presentation of the results?**

As soon as the war is over and consumer goods (in volume) are again available . . . we predict a large increase in Direct Mail Questionnaires. Manufacturers will want to know more about their markets and customer preferences. We are reprinting here a valuable series of questions prepared by the well known H. G. Weaver, General Motors expert in the art of customer research. This outline appeared in The A B W A Bulletin, published by The American Business Writing Association, Urbana, Illinois.

All too frequently there's a tendency to skimp on the questionnaire itself—then "shoot the works" and spend any amount of time and money on dolling up the report. (Don't get me wrong: Attractive presentations are important, but it's even more important to have an attractive questionnaire!)

Re SAMPLES:

14. How was the questionnaire distributed and to whom?
15. Was it directed to the particular group or groups of people who are best qualified to give the answers?
16. Was the sample adequate as to size?
This depends primarily on the degree to which the data are to be broken down—or cross indexed. The finer the breakdown, the greater the number of samples required.
17. Was the sampling scientifically controlled so as to properly reckon with
—territorial locations?
—makes of cars?
—ages of cars?
—new car buyers vs. used car buyers?
—etc.

This does not necessarily mean that the mailings (or the returns) shall be in exact proportion to the characteristics of the market. Frequently it is more logical to take care of this by "weighting" the data incident to the statistical compilations. But it is important that the incoming questionnaires be properly identified as to the classifications that need to be reckoned with.

Re REPORTS:

18. Does the report include all the essential information that is needed for proper understanding and interpretation of the results?
19. Were the statistical procedures sound?
20. Were the returns properly "weighted" so as to compensate for distortions in the distribution of the sample?
21. Are the questions as quoted in the report exactly the same as they appeared in the questionnaire?
22. Are the statistical column headings consistent with the real meaning of the figures?
23. Are the data intelligently and effectively presented—in a manner that is conducive to proper interpretation and practical action?
24. Are any of the findings out of line with what you **POSITIVELY KNOW TO BE THE FACTS?**
25. How does the report stack up as regards what we might call "internal consistency"?
In other words, do its various parts hang together and tend to support one another, or is it contradictory in any respect?

Re SPONSORS:

And last, but not least, here's a general question that it's always well to bear in mind:

Did the agency responsible for the survey have an "axe to grind"?

But that's not quite the right way to express it. Nobody makes a survey without having some reason for making it and the fact that these people had an "axe to grind" should not within itself be taken as a negative factor.

But in appraising the results it's always well to consider—

26. Just **what KIND of axe** did they have to grind?
—then scrutinize the results in the light thereof.

Few, if any, consumer surveys are perfect on all the points enumerated above. (I'm frank to admit that many of our own surveys are far from perfect.)

But the questions are suggestive of important considerations to bear in mind in judging the soundness of any consumer survey and appraising its value as a guide to action.

(Continued on Page 12)

TYPE THAT EXPRESSES MOVEMENT



"In 1944 'A Brief Preface to the History of Selling'

was the basic theme of our sales publication, the Phoenix Flame.

The type face required for this moving theme

was one that expressed power and progress through the ages,

yet it had to be of such design and color

that the reader, seeing it month after month after month,

would not tire of it and clamor for change.

Thus, Lydian Bold Italic (ATF) was the natural selection.

It interpreted our basic theme

while matching the quiet strength of the illustrations

planned for the series by artist Elmer Jacobs.

Further . . . we think that Lydian is good taste,

the kind of good taste that attracts the kind of people

with whom we like to do business." Hig.



**H. J. Higdon (Hig),
Editor and Typographic Designer,
The Phoenix Flame,
A Sales Publication of the
Phoenix Metal Cap Co.
For Many Years Winner of
Editorial and
Typographic Awards.**

AMERICAN TYPE FOUNDERS

200 ELMORA AVENUE

ELIZABETH B, NEW JERSEY

THIS ADVERTISEMENT IS SET IN LYDIAN BOLD ITALIC

We hope that you will preserve the list and use it as a "thought starter" whenever you have occasion to analyze any kind of survey relating to automobile owners.

We believe, too, that with slight changes in phraseology, the outline should be useful in appraising the soundness of any kind of Public Opinion Survey.

Reporter's Note: The May, 1945, issue of "Grey Matter," superlative house magazine of Grey Advertising Agency, Inc., 166 West 32nd Street, New York 1, N. Y. (celebrating its Tenth Anniversary), devotes three pages to an analysis of questionnaire and opinion research technique . . . announcing that June issue also will be on same subject exclusively. Too long to reprint. Perhaps those intensely interested could get a copy by writing the agency.

Explaining the Direct Mail Leaders

The Direct Mail Leaders (annually selected by the Direct Mail Advertising Association) have been shown all over the country for the past fifteen years or more. Many speeches at Advertising Clubs have been made in presenting or explaining the exhibits. We think one of the best (and shortest) speeches was made by J. S. Roberts, advertising manager of the Retail Credit Company when the Leaders were displayed in Atlanta on April 19th. We are reprinting for guidance of future "explainers"—and because of the sound advice on Direct Mail planning.

You didn't come here today to hear me. I'm not fooling myself a bit on that. You can hear me almost any time and perhaps sometimes when you don't care about it. But you don't get a chance frequently to study the best in Direct Advertising, as you can here today. I'm not going to take much of your time.

Here are some of my impressions from this exhibit that may help you in reviewing it.

Note the wide variety of products advertised by mail. There are advertisements for aircraft and automobiles and what it takes to run them—petroleum products. There's advertising for pharmaceuticals and milk and milk products, rope, valves, hotel service, insurance, research, magazines and magazine space, radio space, radionic

devices, rayon, steel, and what have you. It is apparent that there are no limitations on the products that can be advertised directly.

Note the companies that advertise through this media. Many of them are large national advertisers which use also large amounts of space and time advertising. They are advertisers that spend carefully and on the basis of results. It is apparent that direct advertising is not limited by any means to companies that do not use other media. It can be used to very good advantage to supplement advertising in other media. A great many of the advertisers represented here are repeaters in this annual contest. Over a good many years they have consistently scored well in this type of selling literature. That indicates that this type of advertising pays and pays consistently.

Note the variety of pieces and the presentations. Here Direct Mail has a high advantage over most other media. In space advertising you are limited in the size and shape of space. In radio, you cannot show your product—not yet at any rate. In direct selling literature, you can do anything that type and paper and ink can do, and as you will see that is a lot.

Read some of the explanations of the campaigns. They are extremely interesting. They show this. That to make Direct Mail pay, it must be carefully planned and scheduled. Here is one of its weaknesses. There is no deadline to meet. If the office boy doesn't have time to get a folder together, it can be put off indefinitely. But that type of unscheduled intermittent direct advertising—and there is a lot of it—is usually wasted time and effort. This media to do well should be just as carefully planned and scheduled as any. Direct Mail should be based on careful study of the market, the product, the company, the method of distribution, and the objective. It should be continuous and consistent.

Now just one caution. Much is heard today about the huge volume of purchasing power that is stacked up in this country. The time is coming when the good folk, the consumers, will be able to buy. Many concerns with a product or service to sell are going to believe that sales can be made without advertising. That it will be easy—like water off a duck's back.

But I don't think it will work that way. The American public are clever buyers. They want to be told what to buy and what is the best buy. They have been told that over a long period. Their purchases are going to follow advertising just as in the past. Those companies that get a good start on good campaigns, Direct Mail and in other media, are the ones that are going to build a good business in the future. You will only rarely find a buyer so well sold that you do not have to sell him on his need for your product and service and what it will do for him. This presents a fine oppor-

tunity for the future for big business and small business, and if you study these campaigns here today, it should mean some good business for the printing industry and allied industries in Atlanta.

Reporter's Final Note: Incidentally, members of the D.M.A.A. are entitled to borrow any of the present or past winning campaigns from the library. With renewed Direct Mail activity looming ahead in the near future—there should be a big demand on D.M.A.A. facilities.

ONE FOR THE BOOK!

Fran Pratt of Time, Inc., submits for this month's Department of Horrors, a sales letter which is practically unbelievable. In sending it, he writes:

Dear Henry:

I thought the attached was enough of a classic to be worth passing on to you—although, in the words of George Barkley, "I realize there is not much possibility of your finding it interesting!"

Sincerely,

Francis DeW. Pratt
Time, Inc.
Rockefeller Center
New York 20, N. Y.

On May 18th, the following personal letter was neatly typed on an excellent engraved letterhead of a southern real estate broker (we'll at least refrain from revealing his exact location). Perhaps Mr. Barkley is reviving the old one-call-stock-selling technique—"You probably don't have the money to buy into this chance of a lifetime . . . but if you do, make up your mind quick for it's your last chance."

Mr. and Mrs. Francis De W. Pratt
427 East 84th Street
New York

Dear Mr. and Mrs. Pratt:

Your names have come to me as individuals who would appreciate the charm and historical background of "Castle Hill" but I realize that there is not much possibility of your wishing to acquire such an outstanding property. However, if by chance you or any of your friends happen to be interested in the least, I will be glad to present to you without obligation a complete set of photographs and a detailed description.

Very truly yours,
(Signed) George H. Barkley.

A REPORT ON ACKNOWLEDGMENTS . . . AND OTHER THINGS

Dear Mr. Hoke:

THE REPORTER came this morning, and I've just finished reading practically every word in it. One of your best issues!

I thought you might be interested in seeing our "annual report" and also the acknowledgments for gifts which might correspond to the "thank-you" note for an order. When we have these cards printed again, the printer is going to fill in the numeral at the top in solid blue, and also use a different seal cut which is more readable. If you have any comments, they would be most welcome. I took the numeral idea from Dartmouth's cards which are in units of five instead of one, two, three.

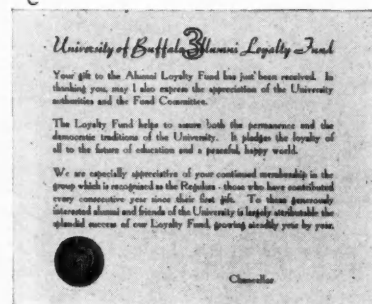
I've been making a small test on the kind of stamp used for the enclosed third-class mailing piece; we used three ½¢ stamps on half and one 1½¢ on the other half in order to find out if people were affected by the color or number of stamps of third-class mail. So far we've had a slight lead on returns from the 1½¢ stamps. 11,500 were mailed out.

Advice on color in Direct Mail is always of help unless it runs to the splashy type on some sales literature on low cost items.

I'm looking forward to your next issue.

Sincerely yours,

Polly Miller
Acting Alumni Secy.
University of Buffalo
Crosby Hall
Buffalo 14, N. Y.



Reporter's Note: Above reduced from original 5¼" x 4¼" two-color card on bristol stock. We think it is well done. Thanks too, to Polly Miller, for her interesting report on the stamp test. We're trying to get some authentic advice on "color" in Direct Mail. May have a report soon.

WATCH FOR MORE

Even though the greatest interest in life of *this reporter* is the return to civilian life of three certain young men after the Japs are finished . . . it is a pleasure to reprint the first Direct Mail piece we received announcing a return to civilian production. So here it is . . . a letter from the Dictaphone Corporation.

To All Dictaphone Owners:

This letter is to deliver the pleasing news that Limitation Order L-54-C has been revoked and that virtually all Dictaphone Dictating and Recording Machines are now unrestricted as to purchase.

Anyone, regardless of previous priority rating, type of business or other consideration, may now place orders for their requirements.

Deliveries will be made as rapidly as possible, subject to the fact that material and equipment for maximum civilian production are not yet available. This situation is particularly true of electronic models.

Even though we anticipate steadily increasing production for civilian use,

it is our sincere recommendation that you promptly review your requirements for the immediate present and months ahead and notify the Dictaphone office which serves you.

Yours very truly,

C. E. Hallenborg
Vice President.

From now on we'll keep an eye out for all such announcement pieces. We'll reprint as many as possible . . . to give you ideas for the time when your turn comes. And please send us samples.

ANONYMOUS!!!

Dear Henry:

Re your article page 22, April issue:

A real red-headed stenographer wouldn't be there after the second "retake."

One of "The Girls."

Reporter's Note: Only clue to above. Envelope postmarked "Kalamazoo, Michigan." Hurrah for the red-heads.

When you want to **KNOW**...go to an expert!



To be sure of yourself when you buy paper, check with your printer. It's his business to know quality—a good part of his reputation for good work depends on it. In the field of technical papers, too, Rising quality has earned a reputation you can depend on. Rising Paper Company, Housatonic, Mass.

Ask your printer... he **KNOWS** paper!



Rising Papers

PRINTING AND TECHNICAL

POST OFFICE

by EDWARD N. MAYER, JR.
New York City

The Senate Post Office Committee will begin hearings June 8th on the Postman's Bill of Rights. The bill, introduced by Senator Mead of New York, includes a permanent increase in salary of \$400.00 a year, time and one-half for overtime (on an actual work-year basis) and establishment of a principle of longevity by providing additional grades for length of service.

The companion House Bill has already passed in that chamber by an overwhelming majority. (If the reports were correct, only one Representative voted against passage).

Despite the increased cost of living, postal employees have not had a regular pay raise since 1925, although they have been receiving a temporary bonus of approximately \$300.00 a year for the past several years.

Actually, therefore the new bill means a net increase of about \$100.00 a year per man, which is ridiculously little when you consider the salaries paid to war workers, not to mention the recommended increase already voted in the House for Members of Congress and the increases for other government employees already voted in the Senate.

We are definitely in favor of raising the salaries of all Postal employees—BUT—and as usual it's a big but, we are not in favor of using this increase in salary to loyal and deserving men and women as an excuse to increase Postal Rates.

Mind you now—we're not accusing anyone of anything—but we seem to sense a definite undercurrent somewhere along the line that points to an old fashioned "log-rolling" party.

—and darned if we can see why it's at all necessary.

Congressman Ludlow of Indiana, chairman of the Sub-committee on Appropriations for the Post Office

Department recently reported that postal surpluses for the year ending June 30, 1945 will be more than 117 million dollars, and for the year ending June 30, 1946 will be more than 147 million dollars.

These official Post Office estimates, it is extremely interesting to note, are based on: 1—Continuation of present postal rates; 2—Allowances for increases in salaries to Post Office personnel.

Admittedly, the salary increases noted in the House are more than the allowances figured in the official estimates—but—the increases won't even come close to turning the expected surplus into a loss. In fact the expected surplus should still be about 100 million dollars.

So, we repeat—we're in favor of the salary increases — we think they've been delayed much too long —and we're not at all certain they're as large as they should be—but we still resent the attempt being made to tie the increases up with a need for increased rates.

In fact we resent it so much we've been writing letters to Congressmen telling them why we think salaries and rates should not be tied together—and we certainly hope you'll do the same!!

★ ★ ★ ★

The National Council on Business Mail, Inc., publishes a monthly bulletin "to disseminate postal regulations and pertinent information to users of business mail". Here is a timely editorial from the May issue:

AFTER V-E DAY, WHAT?

"As V-E Day problems approach, we think of civilian jobs for war workers, returning soldiers and sailors.

"The United States Postal Service can help to make more jobs.

"Wise legislation now, providing for low postage rates will stimulate

larger mailings immediately following official termination of the war in Europe. Larger mailings, wisely prepared and sent to live prospects, will stimulate larger sales, requiring more production, and more production will produce more jobs with increased earnings and buying power.

"That is what Congressman Thomas G. Burch, chairman of the House Committee on the Post Office and Post Roads must have had in mind when he introduced H.R. 2647 'to restore the 2 cent per ounce rate of postage on First Class mail for local delivery.' It is a constructive piece of legislation that will be helpful to all business, and the 2 cent local letter postage rate is amply justified by the surplus earned by the Postal Service.

"Contrarywise, H.R. 2502, in which it is proposed to increase parcel post rates, is an unwise piece of legislation which, in our opinion, will be harmful not only to the Postal Service but to every business mail user. It will have the effect of retarding business instead of providing the stimulation which all forms of business will need in the postwar period.

"Surplus earnings of the Postal Service are sufficiently ample to reward faithful postal employees with substantial increases and to cover all costs of operating the Postal Service within existing rates.

"Gear the Postal Service with its tremendous power to the postwar prosperity machine, then watch business hum. That's why we favor H.R. 2647 to restore the 2 cent local letter rate, and that is why we oppose any increase, at this time, in any other classification of postal rates."

★ ★ ★ ★

Here's one more good reason why you should use zone numbers when addressing your mail. The following

from the Postal Bulletin of May 25th doesn't say anything about faster service — but figure it out for yourself:

"At Post Offices where the volume warrants and where it is practicable to do so without causing radical changes and requiring additional equipment, separation should be made of letters bearing postal zone numbers from unzoned letters in outgoing dispatches. Zoned letters should be tied out under labels indicating that the package contains letters bearing zone numbers. At any office where the volume warrants, separate pouches of zoned and unzoned letters should be made up. For the purpose of uniformity, all Post Offices dispatching packages of letters containing mail bearing zone numbers should conspicuously label such packages "ZONED". First and second-class offices in the vicinity of large Post Offices using the zone number system should make separate tie-outs of zoned and unzoned letter packages to such offices when the volume warrants."

★ ★ ★ ★

Reporter's Added Note: For a very complete picture of postal revenue (profits and losses on various classes) see pages 35 and 36 of May 26th, 1945 issue of *Business Week*. Article titled "Postal 'Profit'?"

ADVERTISERS HAVE A JOB TO DO; AN INTERESTING REPORT

Dear Henry:

As usual, I found many interesting items in *The Reporter*. The last one, quoting Mr. Davies on Purchasing Agents Outlook on Direct Mail, hit me in a number of ways.

I try to analyze my own reactions to Direct Mail coming to me because I may learn something about the way our Direct Mail affects someone else. For example, one of the larger paper mills has my name on its list twice and, as near as I can tell, it is identically the same stencil. I get "burned up" at their duplication, plus an extravagant use of paper on occasions. This reminds me to keep our own list as free from duplications as possible.

I have been reading a lot of advertising lately because there is much to be learned from it, both as to attitude and as to future developments. For example, your advertisements in the last *Reporter* are a mixture of people with whom we deal directly or indirectly, and people we have never dealt with.

I hope the Harris-Seybold-Potter Company ad is the first of a series which become more specific as opportunities develop. The same holds for U. S. Envelope Company and International Paper Company. Considerable experience with International Paper Company, or at least with their local representative, has demonstrated their ability to meet wartime conditions and I think one would like to know some of the things they see ahead, even if they cannot be specific in new offers.

Measuring my own reaction to the advertising of these companies and these products in which I am interested certainly gives me a very practical and usable slant as to how our customers may be reacting to what we are doing and using.

I wish *The Reporter* had more advertisers like them so I could measure myself more frequently.

Anthony R. Gould,
Business Mgr.,
The United States News,
Washington 7, D. C.

Reporter's Note: To that last paragraph we'll say a fervent "Amen" (after we are allowed more paper).



"Had a hard day, Mr. Hoke?"

Who was the anonymous reporter who carefully corrected the newspaper cartoon above and mailed it to *this reporter*? Can't give credit for the drawing as we don't know paper in which it originally appeared. Oh, well, that's just about the way we felt the day of receipt. Had just returned from the wedding of Ensign and Mrs. Charles Hearn Hoke (May 19th, Washington, D. C.)

Another REPLY-O LETTER Success!

1 Client

BLOOMINGDALE'S

The success of our last mailing decided us to use Reply-O for our entire mailing this year.

2 What it is

Your return card or envelope occupies the "fill-in" spot on a Reply-O Letter.

General Manufacturing
Any Town, U.S.A.

Mr. John Jones
123 Main Street
Hometown, U.S.A.

3 Why it ups returns



Reply-O Letters make replying easy. No signature is needed and the return form never gets lost; it's right before the reader saying "Mail Me."

General Manufacturing
Any Town, U.S.A.

4 Prove it yourself

If you are looking for a better way to secure fur storage and repair business, or to reactivate old charge customers, see what Reply-O-Letter offers you.

Write for samples today
The REPLY-O PRODUCTS Co.
New York 11, 150 W. 22 St. CHelsea 2-5575
Chicago 1, 215 N. Michigan Ave. Franklin 3859

Your **IMPORTANT** Jobs... for Postwar Direct Mail

1. PLAN A BETTER LETTERHEAD

Just before Pearl Harbor . . . *The Reporter* had in preparation an article on letterheads. We had spent months in surveying the field . . . in getting information on color, design, etc. That project was scrapped in December, 1941. We've been planning to revive it . . . just as soon as Japan is licked. In fact, we're going to revive a lot of things.

But from now on, we will start hammering on some of the things you should plan to do when peace comes.

Our interest in letterheads was increased this month by receipt of No. 1 and No. 2 pieces in a series of superfine folders being issued by The E. F. Schmidt Company, 341 North Milwaukee Street, Milwaukee 2, Wisconsin. The series is entitled "How to Produce Better Printed Advertising." First piece concerns Letterheads; 2nd . . . Employee Books. If all are as good as first two . . . the entire series should make a good textbook on Direct Mail.

To start you thinking about the importance of a better letterhead, we will quote some of the copy from the Schmidt folder.

On the Importance of Letterheads

YOUR RECEPTION COMMITTEE

Without benefit of gracious introductions, without fanfare, without build-up, your letterhead presents you to countless people who may buy what you have to sell. First impressions are important.

YOUR CONTACT DIVISION

Constant contact is made to your prospects by your letterhead. You wouldn't want a representative with slept-in pants and last Friday's shirt. Your letterhead **must** be well-groomed.

On Improving Your Letterhead

We'll give you the excellent scoring chart supplied by The Schmidt experts.

SCORE YOUR LETTERHEAD

Take five minutes time for this little exam. Score ten points for each question answered fully—

five if only half the requirements are met. A total of 80 is excellent. But beware of a mark of 50 or less. Such a score would indicate that consideration should be given to a new letterhead.

1. Does it tell who you are—
what you do? Even if you're as big as they come in your business, there will be someone you'll write to who doesn't know you. The letterhead should make this information clear. ☐
2. Is the tone in keeping with your product or service? If you make lingerie your letterhead better be a great deal different from the one representing a horse collar concern—and vice versa. Tone is important. ☐
3. Is emphasis where emphasis belongs? It's a mistake to spotlight more than one element in a letterhead. You must decide what one element is most important: the heading, plant illustration, product, trademark, etc. ☐
4. Is the design pleasing? Personal opinion counts but little here. Your design must please those whom you seek to impress—not just your taste. It should be as appropriate as experienced talent can make it. ☐
5. Is the quality of the paper right? Some firms use different grades of stock for the same letterhead—medium quality for routine, the best for everything else. ☐
6. Is the background design in danger of erasure? Sometimes a beautiful "all-over" design letterhead is messed up because of stenographic erasures. If you don't use processed letters, watch out for this type of design. ☐
7. How about reproduction? Clear simple appearing design on letterheads is the result of careful planning before reproduction. Art must be prepared especially for the type of printing to be used. ☐
8. What about color? Whether in 1 color or 4, appropriate distinction should be apparent at a glance. "Standard" straight primary colors rarely do the job that "off" shades do. ☐
9. Is the artwork well done? Good design alone isn't enough. Does the artwork itself look as though you had a really top-flight artist create it? Does it live up to the quality of the paper? ☐

10. Perhaps it was good in 1916. ☐
Is it in 1945? Even if you want a feeling of age you can get it without ancient artwork. New letterheads must be designed so they won't be outmoded in five or ten years.

TOTAL ☐

On Matched Design

Today more and more firms are matching invoices, statements, calling cards, bills of lading, labels, etc., with their letterhead design. Obviously not feasible for all companies, the idea builds and spreads an impression where used. It's one of the **plus** advantages of having a fine letterhead as a base.

The Schmidt folder offered to furnish a letterhead analysis to those who sent in present samples (without obligation). When *this reporter* wrote to find out more about this crusade for better letterheads . . . here is part of the reply received from Joe Schoeninger of the Creative Service Division.

Our letterhead folder resulted in a most uncommon flood of requests for analyses. Each request was answered with a comprehensive criticism of the letterhead submitted. In two cases we wrote "No improvement possible, in our estimation." And we meant it. Many firms wrote in appreciation of the information on the back page even though they did not make the request for the analysis.

After our analyses came keenly complimentary replies. Surprising was the number of executives other than printing buyers who thanked us . . . men who rarely bother with any part of the graphic arts side of their business. Apparently, when you describe your service in terms of the prospect's product, you will have his attention—all of it.

Obviously, no producer of quality printing today is frantically searching for new business. But by giving information to our prospects, the HOW TO PRODUCE BETTER PRINTED ADVERTISING series is doing us no harm. Actually, we have made a considerable number of new accounts because of the series. We expect to make more. The account which may have only a letterhead order today is interested in what we can do for him in all other printing requirements.

So . . . Congratulations to The E. F. Schmidt Company for tack-

ling an important job and doing it in an intelligent way. Smart selling!

We recommend the Score Chart to all readers of *The Reporter*. Try it on **your letterhead**. And put "letterhead improvement" down on your list for your No. 1 postwar job. We will have more information on the subject soon.

* * *

Talking about Point No. 1 on the Score Chart; during May we received a beautifully printed 8-page 6" x 9", 3-color folder entitled "Drake's Album." It celebrated the tenth anniversary of a creative printer. Showed many examples of excellent work performed. What's wrong with it? Nowhere . . . after most careful search . . . could we find the address of the printer. No street address . . . no city . . . no telephone number. Only by digging the envelope out of the wastebasket could we discover the city (by the postmark). Every letterhead, every piece of printed promotion should specifically and definitely state: (1) Who (2) Where and (3) What . . . you are. That is your first rule. And don't forget it.

LONG PULL ADVERTISING

Dear Henry:

Just a note to tell you of an amusing incident because it proves what we have both said so many times about the pulling power of advertising. I received this week a letter from a firm in Athens, Greece, ordering my book on advertising and mentioning Postage and the Mailbag. I believe it has been fourteen years since any ad on this book ran in your publication, and even after a devastating war and German occupation, there still appear to be copies of Postage and the Mailbag and it still seems to have the ability to create the desire to buy.

E. W. Elmore
Burns Cuboid Company
Santa Ana, California

Reporter's Note: This letter reminded us that we completely forgot our eighth anniversary. The first couple years, the anniversaries seemed **very important**. Sort of a surprised feeling that we lasted that long after we took up where Postage and the Mailbag left off. The years have moved swiftly and, according to the experts, they move more rapidly as we grow older. At any rate, *The Reporter* in its eighth year, thanks all of you who have helped to keep it going and growing.

Another Crusade For More Letters

Dear Mr. Hoke:

You may be interested in seeing the latest project of the Women's Advertising Club of Cleveland. The attached booklet (see Reporter's Note) grew out of our experiences with "Share-the-News." We decided that a booklet of suggestions like this would be helpful in inspiring people to write more and better letters. As you too have found, it is not enough to urge "Write, write, write," but people need hints to make it **easy** for them to write interesting letters.

The Cleveland Press is going to do a series of feature articles on this and will offer the booklet through their Press Home Service. The Cleveland Ad Club (Men's) is distributing 800 copies to its members.

In order to give it as wide distribution as possible, we are offering it at cost to companies who wish to use it over their own imprint. The book has only been off the press a few days, but we already have orders from two local concerns for 5,000 each, and Western Reserve University is taking 1,000. We also have a couple of other tentative large orders on which we expect to have a final okay within a few days.

We are also making the material available to house organ editors, radio broadcasters and others for use in any way they see fit.

We wish we had done this a year ago, but feel there is still a need for it. Although many men may be coming home soon, great numbers of new recruits are going away every day. The millions still overseas may still be away for a long time. And the longer they are away, the more important it is to keep them in touch with home through the right kind of letters. So we feel that this booklet may be useful for some time to come.

Sincerely yours,

Mrs. Cora Geiger Newald
Lang, Fisher & Stashower, Inc.
1010 Euclid Avenue
Cleveland 15, Ohio.

Reporter's Note: See page 17, January, 1945, *Reporter* for previous information on work of Women's Advertising Club of Cleveland.

Sorry, we do not have room at present to reproduce the material in the new 12 page, 4" x 7" booklet entitled "How to Write A FIVE-MINUTE FURLOUGH." The title is taken from Ernie Pyle's expression, "A letter from home is like a five-minute furlough."

The preface reads:

Even though the war is progressing at a remarkable pace, the fact remains that it will be many, many months after the last bomb is dropped on Japan before every Joe and Jane is back home.

And so it becomes increasingly important that we continue to write good letters, frequent letters to the men and women who will be fighting this war to its bitter end.

All of the suggestions in this booklet have come to us from people who have found them to be successful . . . Letters are easy to write once you get started—and we hope some of the ideas in this booklet will help you to write the cheerful, newsy letters which your guys and gals will enjoy receiving.

From there on the booklet is the **best-yet** presentation of how to write more and better letters to service people. In fact, it should be helpful to all letter writers. Since we cannot reproduce booklet here . . . we suggest that you write Cora Newald for a copy. Maybe you, too, will want to make a deal for getting a quantity for distribution. I repeat again . . . it's the **best-yet** in the way of a booklet on the letter-writing-to-service-people problem. It's **so good** that I think every reader of *The Reporter* should help in producing and distributing **more**. The Women's Ad Club will "cheerfully" grant reproduction rights, or supply reprints from standing type at cost. The Government (War and Navy Departments) should subsidize distribution to every family in the country. We are so recommending.

H. H.

FACTS FOR VETERANS AND OTHERS—About Starting a Printing Business. A small 4" x 9", 18 page booklet issued by the Graphic Arts Industry, Inc., 812 Builders Exchange Building, Minneapolis 2, Minnesota. Copies may be secured by writing to this address. It contains very good information for the returning servicemen, but would be helpful to anyone thinking of starting a printing business. Very complete and has an easy checking system to help the individual plan for all his needs.

A GOOD REPORT FROM CANADA

Dear Mr. Hoke:

As a result of your campaigning for more and better letters to our boys and girls in the services, the Publicity Committee of The Young Men's Section, Winnipeg Board of Trade (the equivalent of your Chamber of Commerce) decided to "do something about it". As a member of this committee, I was asked to create a uniform symbol for use throughout the campaign. The result—a khaki-clad young fellow bearing the pertinent "R. U. Writing" message on his helmet. (See two sample illustrations.)



160,000 two-color stuffers to accompany light and water bills were printed and distributed. This figure included "direct" distribution to school students through the co-operation of the School Board.

In addition, 325 window cards were distributed and local street cars and buses carried "R. U. Writing" window stickers free of charge.

For newspaper release, we offered advertisers free use of one and two column mats of "R. U. Writing" along with suitable copy.

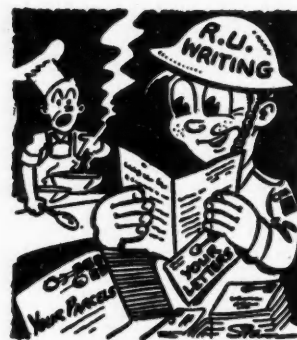
House organs and local weeklies helped push "the more and better letter" idea, as did the editorial pages of our daily newspapers.

Several radio advertisers devoted all or part of their spot announcements to this campaign.

All in all, we are more than pleased with the results brought about by your suggestions in *The Reporter*. Thanks for giving us the idea!

Sincerely yours,

Stan Smith
Wiggins Systems Limited,
44 Princess St.,
Winnipeg, Man., Canada.



P.S. Thanks too, for the "Reporter" Study Course of Direct Mail Advertising. It's wonderful!

Reporter's Note: Sorry we cannot reproduce the excellent bill enclosures, press releases, mat service and house magazine copy. Material follows many of the suggestions in the November and December *Reporters*. We like its jovial and friendly slant. Fine job throughout. Chambers of Commerce in U.S.A. should follow suit. Stan Smith may be able to supply specimens.

A LETTER FOR THE RECORDS

We are passing the following along for those who like good letters. We picked it up from the Sunday, April 29th, issue of PM:

"I WILL LIVE FOREVER"

Dear Bill:

The reason for the grin on my face and the briskness of my step and the reason for my new tie, and pressed pants and shine on my shoes, my hands cleansed of paint and some lilac borrowed from the barber next door to me?

My boy is home from the wars—with medals and relics such as a captured Jap gun that will never shoot at our boys again.

I mumble loudly to myself and walk the streets with a vacant look in my eyes. My boy is home again. Christ, how I'm trying to tell you that content permeates my entire self. Now I know why Saroyan said people are beautiful. And all the world is beautiful. Even 14th Street.

I recall only twice before such complete contentment. Once as a boy swimming at red banks in New Haven underneath a dangerous trestle where the trains passed on to the wonder city I thought: Some day I will be on that train and ride over the big dark city where trains look like fire-eating dragons and I will ride in trains underneath the city like in the belly of a large snake.

And then I felt that way again at Yale Art School in 1916 when Sergeant Kendall said to me "that's the best thing you have ever done."

Just little things like that, and now my boy comes back the same little boy that didn't change a bit, that never had left his home for one night; back from Burma, China, sweating and fighting and flying with Cochran's heroic group. It's only a day we live. We humans are only transitory things. And so this is my day. With this day I will live forever.

JACK LEVITZ, New York City.

ANOTHER "CRAZY" CARD

Some printers around the country have a hobby of getting out "crazy" cards for customers to put under their glass desk tops. Salesmen hand them out . . . for the chuckles and good will. Some of them are good, some bad, some raw. Here's one we saw under a desk top this month:—

WHAT...

you here again?



Another half hour
shot to hell!

MANY WRITERS MAKE ONE LETTER. Employees of Falk Corporation who are in the armed services measure their letters by the yard nowadays. The reason: a specially equipped Standard Register on which their friends back at the Milwaukee plant can write individual messages. With a turn of the crank, the letter drops into a locked container and the machine is ready for the next writer. At night, the composite message is removed and mailed. Displaying the addressee's picture (selected for the day's group mailing), the machine is moved from one department to another. Result: a morale boost for both the recipients and the writers.

From Business Week—May 12, 1945

FILLER FOR HOUSE ORGAN EDITORS

The one who thinks our jokes are poor,
Would straight-way change his views,
Could he compare the jokes we print
With those we could not use!

From Foam, h.m. of The F. & M. Schaefer Brewing Company, Brooklyn 11, N. Y.

THE REPORTER

"LARGEST" PRINTER GETS AWARD



We'll break away from our policy of not giving "personal plugs" in *The Reporter* . . . long enough to print a picture of our old and honored friend Al Weinsheimer of Chicago receiving Merit Certificate from Public Printer Augustus E. Giegengack.

In presenting the Certificate to Magill-Weinsheimer and its more than 400 employees for "meritorious services rendered the Government in the production of lithographing and printing essential to the war effort" Mr. Giegengack said that this Chicago plant was the producer, under contract, of the largest volume of printing of any firm serving the Government in its lithographing and printing requirements.

This reporter can't possibly print the pictures of all those printers who have been honored by certificates . . . but feels that Al Weinsheimer deserves public recognition for his rating as "the largest supplier". In addition to the Government work, Al's company has produced many outstanding war effort campaigns for clients—especially on Absenteeism, Safety and Production.

CHICAGO DMAA MEMBERS now have a set of the 1944 "50 Leaders" on permanent view in their own city. The Chicago Public Library is arranging to show the award winners to the public.

RICHARD MESSNER, Vice President of E. E. Brogle & Company, New York City, was honored May 8th by being placed first in the annual McCoy Award of the Associated Printing Salesmen for "the best ideas for selling printing." And why not? Dick, you may remember, authored the article "2 plus 2 will never equal 5" which appeared in February, 1945 *Reporter*. Demand for extras of that article on planning Direct Mail necessitated reprints. Copies are still available in 6" x 9" pamphlet form . . . for free.

SENSIBLE VACATION ANNOUNCEMENT

The Tension Envelope Corporation has just mailed an announcement to all customers saying that "our plant will be closed from midnight, June 30th, until Monday morning, July 16th."

The announcement continues:

"Our employees have been working long hours and this vacation period will permit them to get a much deserved and needed rest.

This shutdown will enable us to make needed repairs to our equipment. We are sure that you realize that operating conditions today are most trying and during this vacation period we ask that we may have your kind indulgence and cooperation."

Reporter's Note: Seems like a sensible idea . . . getting all vacations out of the system with one major operation. Hope Tension and others who try it will run a preliminary campaign to sell employees on the "Vacation Around Home" idea.

OF INTEREST to all business people . . . is the just released "Report of Small Business Advisory Committee to the Secretary of Commerce." Get a copy by writing to the Department of Commerce, Washington, D. C.

THE WOLF MAGAZINE OF LETTERS, house magazine of The Wolf Envelope Company, 1749 East 22nd Street, Cleveland 1, Ohio, devoted the entire May issue to the letters of Franklin D. Roosevelt. Very excellent!

LET AHREND BE YOUR "Pooka"

Like "HARVEY"—the most endearing and best known "pooka" of modern times, AHREND can do things for you that no one else can—in direct mail advertising, of course.

If you want top returns in sales and good will—put your Direct Mail Campaigns in the hands of top experts in this specialized field—D. H. AHREND CO.

Like "HARVEY"—we'll stand by you . . . plan for you, work for you, get results for you! After all, we have been turning out successful mail advertising for 53 years . . .

Let AHREND be your "pooka"—the guiding spirit in your advertising campaigns.

D. H. AHREND CO.

52 DUANE ST., NEW YORK 7, N. Y.
WORTH 2-5892

How Many TENS OF THOUSANDS of NEW MAIL ORDER CUSTOMERS do YOU want in 194X?

The lifeblood of an expanding mail order business — NEW CUSTOMERS!

You can predict your future sales and profits from a scientific program of PLANNED MASS PRODUCTION OF NEW CUSTOMERS entirely direct by mail.

"MOSELY has the MASS MAIL MARKETS"—and the experience—to do the job for you as YOUR EXCLUSIVE LIST BROKER. One list schedule, one check a month, one live-wire organization on its toes for YOU!

Write Dept. R-5

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

38 NEWBURY STREET
BOSTON 16

"MOSELY has the MASS MAIL MARKETS"

Notes from a Mail Selling Scrapbook

By JAMES M. MOSELY
of Boston, Mass.

V-E Day was taken even more in its stride than expected mass mail-wise with hardly more than a slight dip in response to Direct Mail campaigns.

The "lid will be off", it is predicted, for a couple of weeks when V-J pops—believed likely to happen suddenly, perhaps sooner than most think.

Any mail seller with a campaign out at that time will not mind a drop in results in view of the larger and more important achievement.

Then, too, mail held may be read and acted on later.

"Cap" Krug's War Production Board announcement of a rapid easing of controls and freedom for manufacturers, wholesalers and retailers to work out their own destinies on their own steam has given a lift to business thinking and Direct Mail planning. . . . Government policy under President Truman is believed to be shifting right, with more encouragement for business and less army dominance.

The planned changes in freight rates to favor decentralization through the South and West will make itself felt in drifts of industry and shifts in lists for the next 30 years.

The SPIEGEL ANNIVERSARY summer book to celebrate its 80th year not only does a real job of showmanship on youthful styles and other items (mostly with models staged at New York City or in the Arizona desert where lighting is extra effective) but in special public relations announcement pages (one major idea to a page) on:

Important Shopping Dates ahead (Mother's Day through Independence Day).

War Bonds.

U. S. Postal notes, "a new convenience for mail order shoppers . . . safe as a money order, no application needed."

3 ways to buy—for cash, 30-day charge or time-payment or a combination of all three.

80th anniversary.

How to order restricted merchandise.

How to use time payments.

The fact that Spiegel catalogs offer 5 stores "as close as your mail box", women's store, store for boys and girls, men's store, home furnishings and hardware-farm-auto store.

These institutional display pages, with ample white space, stood out in contrast with the heavy-copy merchandise pages.

Unselfish selling for increased results is demonstrated in the roto brochure, "SMOKE SIGNALS", recently sent out by George Yale, New York mail tobacco seller. An editorial on how forced changes in tobacco habits are enabling smokers to experience new tobacco products is followed by photo-illustrated articles on a tobacco library in New York City, short articles, poems, a short story, photo section, letters to editor, almanac.

After 20 pages of unselfish copy, the booklet or magazine (up to there no selling talk) swings into straight display copy on many smoking products with items grouped around various definite price levels. Back cover has a \$2.35 combination offer, a cigaret roller, cigaret paper, and a pound of tobacco.

It's just the kind of intelligent mail sales job which would "wow" any he-man, especially these stand-in-line days. It also does a gentle job to shift the cigaret smoker into the pipe or cigar fancier class.

Father's Day was observed duly by a low-cost mailing card in red and black from Gordon Green of BLUE GOOSE ORCHARDS, Medford (Ore.), who did his darndest through that and inserts in mail and packages to turn the tide in gifts for dad from neckties to BLUE GOOSE baskets at \$14.95 or \$8.95.

Wotta break for poppa!

"Congrats" to UNITED BUSINESS SERVICE, and especially Paul T. Babson, Carleton W. Richardson and Miss D. H. Eaton, on celebrating the 25th anniversary of this successful business service, marketed entirely Direct Mail to the consumer (no salesmen), all that time . . . now duly celebrated with a special mailing to capitalize the event.

Interest in equipment and how to get it is perking up . . . more plans being made . . . more inquiries.

Red points or no, PINESBRIDGE FARM with its original smoked turkey direct to consumers keeps on by mail after new customers with country atmosphere, especially a drawing of its brick outdoor smokehouse.

Recent opener:

"Would you like to sit down at your own table to a feast of oldtime country goodness, without counting ration points or stinting on portions?"

Would we! Powerful appetite appeal is used all through the two-page customer-getter, with drawings of the assortments on the second page breaking up the type-writer body copy and at the bottom a repro of the recipe folder.

Postscript suggests assortment as gift for service men and women in U.S.A.

Large, clear, simple order blank—the kind I like.

So the loan business has gone into the mails: "Borrow by mail \$30 to \$300" seems to be getting much business for Postal Finance Company in a midwest city . . . makes specialty of government employees. Perhaps John Howie was Wright!

Year ago the business world waited with baited breath to see if there would be an invasion and where and how it would go. . . . Direct Mail for mail order sellers dropped to a new and prolonged low. . . . Success story: year later, bumper mailings and tests such as have never been seen before this time of year to get ready for record-breaker fall.

How to save money and labor of extensive and expensive followup systems often is a problem which sellers of higher-unit mail specialties find difficult to lick.

Friend of mine who has had 60 to 100 girls working to follow up mail-drawn leads thinks he's done it. He has a one shot offer which seems to be pulling well from the one-time contact with new outside prospects.

If it stands up on retests, he's saved himself a hunk of change and paper—and greatly speeded the flow of dollars into his till; used to take 3 months for results to be conclusive.

Happy solution of question of best way for a firm to keep in touch with its men and gals in service: 12 executives of one organization take turns writing a newsy letter to go to 213 of the concern's service folk. Thus, the warriors all get a multi-lithed letter twice a month from "top-hat".

Guess the D.M.A.A. and other mail group conventions are out this year, but what's being done for a convention by mail?

There'll be less travel, more mail, these coming months, anyway . . . a good time for keyed Direct Mail campaigns to get their roots in deep for the postwar era.

While you still have a little time, before the rush mailing season opens, wouldn't you like to get perspective on the advertising and selling field as a whole (of which Direct Mail is the third largest promotional component) by reading a short overall book?

Some time ago a sizable volume, "The Economic Effects of Advertising" by Neil H. Borden of Harvard Business School was published and widely quoted. Now its essence has been condensed into "ADVERTISING IN OUR ECONOMY" (Richard D. Irwin, Inc., Chicago), for rapid summer reading.

Prof. Borden keeps away from prejudice and pre-determined conclusions. His slants, for instance, on what advertising can do to accelerate an upward trend or to change but only show a downward one are frank and stimulating.

He shows the increased stability to a business contributed by a soundly engineered and tested advertising program.

The book also indicates:

"Aggressive selling and advertising have played a considerable part in the formation of mental attitudes necessary for a high level of consumption among the population in this country . . . they have played a particularly important part in bringing first sales, upon which emulative consumption depends."

GOOD EMPLOYEE BOOKLET

Working With Friends—a booklet for new employees issued by The Shelton Looms, 1 Park Avenue, New York, N. Y. Size 5½" x 8½", 24 pages and cover. Second color, an off shade of blue, used on covers, for small thumbnail sketches and headings of paragraphs. Purpose of the booklet is to welcome the new employee and to encourage him to help keep the organization a friendly one. Gives a complete outline of what is expected of the employee, and what the employee can expect from the company. Well written and beautifully printed. G. B. Matthews, advertising manager of The Shelton Looms, is responsible for this fine book, and E. E. Brogle & Company, New York City, handled the production.

How many HIDDEN PROFITS are YOU Missing from one-time Rental Address for others to YOUR MAILING LISTS?

The profits from addressing to your list for high grade, non-competing MOSELY MASS MAILER clients adds up over the years! Some list owners make more net on rental addressing than on sales of their products.

It keeps those on your lists mail-responsive, helps clean your names and supplies extra cash for more equipment, personnel or mailing. A tested profit-bringer.

Tell us all about what you have, etc., for an opinion of what can be accomplished for YOU by appointing the MOSELY ORGANIZATION as your exclusive NATIONAL LIST BROKER.

Write today to Dept. R-5A

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

38 NEWBURY STREET
BOSTON 16

YES! "MOSELY sends the CHECKS" . . . 14,000 of 'em so far!



"Dear Miss: Under separate cover, we are sending you a generous sample of our famous Dandruff remover."

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of right people . . . people who are known to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a rental basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)
80 Broad Street Boston 10, Mass.



GOOD THINKING AHEAD

In anticipation of victory in Europe, Frisco Lines, St. Louis headquarters, developed and produced a completely coordinated advertising program . . . ready for instant release.

Harry C. James, Frisco Advertising Manager, was responsible for the ideas as well as for the development of the entire campaign.

Included in the material were . . . a Direct Mail piece, a 24-sheet poster, a 400-line newspaper advertisement, "give away" blotters, "tents," to which a miniature American flag is attached, for placing on tables of all Frisco dining cars. In addition, a special portfolio picturing or sampling each element of the campaign was widely distributed to Frisco agents and contacts.

The theme of the campaign "Liberty to all . . ."

Posters were shipped to plants in thirteen cities in which Frisco is posting regularly, and newspaper mats were supplied to newspapers in larger cities in the Frisco territory. Poster plant operators had instructions to cover all Frisco outlets with this special poster immediately upon official announcement of V-E Day, and newspapers were instructed to make insertions in first edition carrying the official announcement that the European war has ended. The colorful patriotic mailing piece was on its way to the Traffic Department mailing list within a few hours after the news of victory in Europe had been confirmed. The "tents" with flags went on every dining car table at once. Congratulations to all concerned.

HOW ONE HOUSE MAGAZINE EDITOR COOPERATED ON A WAR PROJECT

Reporter Frank Sohl of Githens-Sohl Corporation ("Printers with a Creative Complex") 203 East Twelfth Street, New York 3, N. Y., sends us May issue of "Foam", printed (super-excellently) for his customer, the F. & M. Schaefer Brewing Company, 430 Kent Avenue, Brooklyn 11, N. Y.

Frank reports that he believes Editor Pat Murphey is one of the very first to cooperate with ODT's request for a "Vacation at Home" campaign.

First lead story in May Foam covers two pages and is entitled "Maytime Starts Your Playtime."

Here's the first paragraph:

"All work and no play," in addition to making Jack a dull boy, is not a particularly good policy for Jack's mother or dad. Believing in this old adage, yet thoroughly agreeing with the "don't travel" and "save gas" programs with which our government so urgently seeks our cooperation, we looked up some of the recreation facilities available right in our own vicinity. Although hardly scratching the surface, we were amazed at the range of activities that are ours for the taking.

Then follows two pages of itemized suggestions for vacations around New York.

Final paragraph reads:

If you're looking for entertainment, or for attractive places at which to dine and dance, or for interesting things to do and see around New York, both Cue magazine and the New Yorker magazine devote special columns to listing such places and events. Many other sources of information are available for special activities and Foam will be only too glad to assist anyone desiring help on a personal recreational project.

We reprinted first and last paragraphs because other house magazine editors could follow same technique . . . filling in local information about all recreation, sports and diversion spots—with wind-up on sources of further information.

Congratulations to Schaefer for doing a bang-up job. This "don't travel" campaign really needs support. Other house magazine editors should follow the lead of Foam.

Speaking of Reports

Brief descriptions of the annual or special reports that reached us during May. Trouble now is that we can't find any reports to criticize. All of them are good. (And what would *The Reporter* be . . . without a few caustic criticisms?)

1944 ANNUAL REPORT—of the Lukens Steel Company, Coatesville, Pennsylvania. Size 8½" x 11", 20 pages and cover. A complete report of general and statistical information concerning the company. Well illustrated and the photographs show a great many of the products turned out by Lukens. Photographic cover in full color very attractive. Illustrated charts give an easy to understand explanation of President Robert W. Wolcott's report to the stockholders. A swell job!

NORTH AMERICA'S 1944 REPORT TO EMPLOYEES—issued by the Insurance Company of North America, Philadelphia, Pennsylvania. Size 8½" x 11", 24 pages and cover. Front cover shows attractive sketch of home office. Printed in three colors, and a beautiful job. Financial chart well done with reverse type and solid grey background. Profusely illustrated. Photographs give complete story of all employees' activities throughout the year. One page, very well handled, gives thumbnail sketches of benefits to employees. Arthur Joyce, advertising-publicity director of the company, is to be congratulated for turning out an intelligent report, and Temple Press, Inc., of Philadelphia, for their effort to lift the job out of the ordinary run-of-the-mill reports.

THIRD ANNUAL REPORT—of the Writers' War Board, 122 East 42nd Street, New York 17, N. Y. Size 6" x 9", 48 pages. No illustrations, no color . . . but a complete, well told story of the development and workings of the Board. The Board concerns itself with all the home-front war projects, such as rationing, salvage, bond drives, anti-inflation, and in the past year, with the rising tide of prejudice against racial, religious and other groups here at home. It's a sound story and an interesting one, and that's easy to understand. The best writers and advertising men in the country make up the Advisory Council of the Writers' War Board.

REPORT for 1944 . . . issued by The Franklin Square National Bank, Franklin Square, L. I., New York. Size 7" x 10", 48 pages, and cover in blue stock, with attractive color photograph of the outdoor banking facilities for motorists. Very well written copy, giving some of the past history of the bank and something of future plans. Good photographic shots of the various departments in the bank. Following the financial statement on the center spread are photographs of points of interest in the communities serviced by the bank. A model report which should be followed by many home-town banks.

HOW CAN WE DO IT BETTER?

A report issued by the Department of Public Relations, to the employees of the Railway Express Agency, Inc., 230 Park Avenue, New York 17, N. Y. Size 5½" x 7½", 20 pages and cover. Printed in blue and black, with good looking solid blue borders on several pages. Profusely illustrated with pictorial sketches. The rules and regulations for employees written in simple, down-to-earth language, and the various questionnaires for employees to use as a check-up on how they rate are excellent. A very fine employee report, and we congratulate K. N. Merritt, general manager of public relations, for his effort.

ENLISTED SAILORS FLEET POST OFFICE ADDRESS LISTS WANTED Top Prices

MR. CHAPMAN Tr 5-0486
33 Sands Street, Brooklyn, New York

THE REPORTER

CLASSIFIED ADS

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

FOR SALE

#40 DUPLICATOR MACHINE like new. Also #66 Multigraph with extra segment. Room 1910, 1 Park Ave., New York 16, N. Y.

COMPLETE EDIPHONE EQUIPMENT. Streamlined, executive cabinet dictator, secretarial transcriber, shaver and enclosed desk model set. All in excellent condition. For immediate delivery. Let us have your best offer. Box 502, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

HELP WANTED

YOUNG MEN: A well-established direct-mail agency in New York City, preparing for post-war expansion, has openings for several young men.

No worldbeaters, just men of ordinary intelligence and ability, but they must be agreeable, dependable, ambitious and willing to learn.

Manufacturing as well as personal service is involved, so they must be prepared to get their hands dirty on occasion. Those who prove adapted will be taken into the firm. Starting salary \$30-\$40.

Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

One of the men, who came with us in 1944 as errand boy (etc.), at \$60 per week and worked up to shipping clerk (etc.), drew \$1,000 bonus the first year.

LETTERHEADS

EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.



When you think of mailing-lists—
think of GUILD

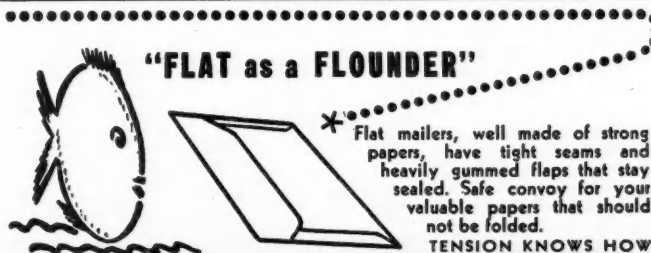
76 NINTH AVENUE
NEW YORK 11, N. Y.
Chicago Office, 7 So. Dearborn St.

HUMOR LIBRARY

I OWN (valued at \$25,000) one of the best and largest complements of Wit and Humor in America! By investing \$5,000 you not only get ½ interest, but also share in what may prove to be a gold mine, as I intend to build the publishing of joke books into BIG BUSINESS! Only those with adequate available investment capital need reply to Box 501, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligrph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.



TENSION ENVELOPE CORP.

Serving the Government and Our Civilian Customers

New York 14, N. Y.
345 Hudson St.

St. Louis 3, Mo.*
23rd & Locust

Minneapolis 15, Minn.*
500 South 5th St.

Des Moines 14, Iowa*
1912 Grand Ave.

Kansas City 8, Mo.*
19th & Campbell Sts.

*Originally Berkowitz Envelope Co.

**"TO SEE
WHAT HE
COULD SEE"**

Bear or man, it's often good to stop a moment and look things over.



Lithograph by James E. Allen

A glance around at the paper industry is encouraging on the whole. Of course, in the foreground we see that paper is still on the critical list. Conservation is still important, and will be increasingly so until the two wars end. But, on all sides—a hearty and patriotic cooperation has manifested itself; cooperation between millman, distributor, printer.

The paper user too has learned some valuable lessons. How to buy paper wisely. How important it is to fit paper more properly to the job. How to get the most out of the paper he buys. This knowledge, emphasized in wartime, is going to be valuable to him and to the industry in peacetime too!

All told there is lots of light in the view ahead. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



